

# Growing in Lake Park

Village of Lake Park  
Economic Development Commission Meeting  
Meeting Minutes: Thursday, June 19, 2014  
Meeting Location: Community Center

*Attendees:* Sandy Coughlin, Doug Lucas, Sharon Williams

*Absent:* John Box, Chris Yeager

*Guests:* Pam Jack, Mark & Margaret Phillips

## Call to order & Prayer

Chris offered a reflection. Sandy called the meeting to order at 6:41 pm.

## Minutes, Announcements & Finance

1. May 22, 2014 meeting minutes were approved.
2. May 31 budget balance is \$3768.06. Council passed \$6000 for EDC 2014-2015.
3. \$3500 is scheduled for sidewalk planters.

## Council Comment

1. June *Villager* copies are available in the foyer and on [www.lakeparknc.gov](http://www.lakeparknc.gov) and 10 copies offered each to Doug and Sharon for their customers because their businesses have not been receiving copies with the in home delivery.
2. Council received the Encroachment Agreement signed by V. T. Management and it has been filed with Union County Registrar of Deeds.
3. July 4<sup>th</sup> Common Heart races will close Creft Circle between Logan and Queens Streets 7:00 and 11:00 on Thursday, July 4.

Public Comment No comments.

## Commissioner Comment

## New Business: Village Development Strategic Goals

### A. mylakepark.com commercial website

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22	26	28	34	25	31	69	45	51	49	32	43
2014	68	72	151	121	87							

Update project report is moved ahead to our July meeting agenda. Chris Yeager is not able to get back in town in time to present for tonight's meeting.

Sandy emailed current directory to commissioners with tonight's agenda and the May minutes, and distributed a directory printout to Doug and Sharon. Sharon suggested corrections.

### B. Commercial Enhancements

Weather permitting, Doug will begin the sidewalk planter installation the week of June 23. Sandy will send alert to Town Center tenants and property manager this week. Doug would like feedback on the work no later than Thursday 6/26. Sharon will provide, Sandy can provide on Friday when she returns to Lake Park.

### **C. Town Center Leasing Update**

Creation Café unexpectedly closed. Expenses exceeded income and it was undercapitalized to promote or sustain itself until customer activity could be sufficiently established.

John Box has indicated he may need to withdraw due to the responsibilities associated with settling his parents' matters. His mother died last December, his dad on June 2. The travel has put pressure on attention to Artha Associates business as well. He will give us a definite decision in a few weeks. Cards were signed this evening and prayers encouraged for him and his family.

### **Old Business:**

- A. **Signage:** Fashion Crew blades need to be removed, if not already done so, from the Faith Church Road commercial signs at Creft and at Unionville Indian Trail Road.

### **B. 2014 Event Planning**

- 1. **Cruise In:** Without a local restaurant, this type of event will need outside food vendors. Tabled to see if Mike Konarzewski's prediction of a new restaurant tenant materializes this summer. Commissioners may investigate the Monroe event on 2<sup>nd</sup> Friday evenings.
- 2. **Concert:** This topic was tabled in John's absence.
- 3. **Network Workshop Event:** The opportunity for existing businesses to gather for strengthening is overdue. Collaborative efforts have been short-lived and need to be revived for mutual benefit of the village economy. Considering the swift changes in operations software, Doug suggested a presentation by a software developer. He will investigate interest and availability with a Hindsight representative and bring recommendation to July meeting. Mutual interest topics could also include investing in employees and renewing goals.

### **Communication & Events Calendar & Kiosk**

- 1 Sandy sent Mark the new directory for the lakeparknc.gov site, as well as the minutes for March and April meetings.
- 2 Potential EDC news items were discussed relating to existing businesses.
- 3 Email or phone *Lake Park Villager* news items to Sandy before the July 11 deadline. The issue can be on [www.lakeparknc.gov](http://www.lakeparknc.gov) by the 7/17 and in homes by 7/23.

### **Next Meetings**

**Thursday, July 17, 2014 6:30 pm at Community Center**

**Hot Topic: Motivation/Network Workshop Events**

**Thursday, August 21, 2014 6:30 pm at Community Center.**

**Adjourned** by consensus at 7:30 pm.